



WBTV
One Julian Price Place
Charlotte, NC 28208
(704) 374-3500

CONTRACT

And:

Redshift Media, LLC
411 Branchway Road
Richmond, VA 23236-3034

<u>Contract / Revision</u> 820823 /		<u>Alt Order #</u> 06315827
<u>Product</u> YG ACTION FUND		
<u>Contract Dates</u> 10/16/12 - 11/06/12	<u>Estimate #</u> 175	
<u>Advertiser</u> YG Action Fund		<u>Original Date / Revision</u> 09/14/12 / 09/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WBTV	<u>Account Executive</u> Dave Clark	<u>Sales Office</u> Telerep-Washin
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WBTV	10/16/12	10/19/12	The Early Show	7-9a		:30			NM	3	\$3,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				3	\$1,080.00			
N 2	WBTV	10/22/12	11/02/12	The Early Show	7-9a		:30			NM	3	\$3,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	MTWTF - -				2	\$1,080.00			
	Week:	10/29/12	11/04/12	MTWTF - -				1	\$1,080.00			
N 3	WBTV	10/16/12	10/19/12	WBTV News 5a	5-530a		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				1	\$900.00			
N 4	WBTV	10/29/12	11/02/12	WBTV News 5a	5-530a		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	MTWTF - -				1	\$900.00			
N 5	WBTV	10/16/12	10/19/12	WBTV News 530a	530-6a		:30			NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				1	\$1,125.00			
N 6	WBTV	10/22/12	10/26/12	WBTV News 530a	530-6a		:30			NM	1	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	MTWTF - -				1	\$1,125.00			
N 7	WBTV	10/16/12	10/19/12	WBTV News 6a	6-7a		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	- TWTF - -				2	\$1,400.00			
N 8	WBTV	10/22/12	11/02/12	WBTV News 6a	6-7a		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/22/12	10/28/12	MTWTF - -				1	\$1,400.00			
	Week:	10/29/12	11/04/12	MTWTF - -				1	\$1,400.00			
N 9	WBTV	10/20/12	10/27/12	WBTV Sat 7a News	7-8a		:30			NM	2	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	----- 1-				1	\$875.00			
	Week:	10/22/12	10/28/12	----- 1-				1	\$875.00			
N 10	WBTV	10/20/12	10/27/12	WBTV Sat 5a News	5-6a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/15/12	10/21/12	----- 1-				1	\$500.00			

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<u>Advertiser</u> YG Action Fund		<u>Original Date / Revision</u> 09/14/12 / 09/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals SpotsAmount		
											2	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	-----1-				1	\$500.00				
N 11	WBTV	10/20/12	11/03/12	WBTV Sat 6a News	6-7a		:30			NM			
											4	\$3,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----1-				1	\$600.00				
Week:		10/22/12	10/28/12	-----				0	\$0.00				
Week:		10/29/12	11/04/12	-----1-				1	\$600.00				
N 12	WBTV	10/20/12	11/03/12	CBS Saturday Early Show	8-10a		:30			NM			
											2	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----2-				2	\$825.00				
Week:		10/22/12	10/28/12	-----1-				1	\$825.00				
Week:		10/29/12	11/04/12	-----1-				1	\$825.00				
N 13	WBTV	10/21/12	11/04/12	WBTV Sun Am News	5-6a		:30			NM			
											4	\$5,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----1				1	\$400.00				
Week:		10/22/12	10/28/12	-----				0	\$0.00				
Week:		10/29/12	11/04/12	-----1				1	\$400.00				
N 14	WBTV	10/21/12	11/04/12	CBS Sunday Morning	9-1030a		:30			NM			
											2	\$1,150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----2				2	\$1,350.00				
Week:		10/22/12	10/28/12	-----1				1	\$1,350.00				
Week:		10/29/12	11/04/12	-----1				1	\$1,350.00				
N 15	WBTV	10/21/12	11/04/12	WBTV Sun AM News	6-7a		:30			NM			
											3	\$5,700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-----1				1	\$575.00				
Week:		10/22/12	10/28/12	-----				0	\$0.00				
Week:		10/29/12	11/04/12	-----1				1	\$575.00				
N 16	WBTV	10/16/12	10/19/12	WBTV News At Noon	12-12:30p		:30			NM			
											3	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-TWTF--				3	\$1,900.00				
N 17	WBTV	10/22/12	11/02/12	WBTV News At Noon	12-12:30p		:30			NM			
											3	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	MTWTF--				2	\$1,900.00				
Week:		10/29/12	11/04/12	MTWTF--				1	\$1,900.00				
N 18	WBTV	10/16/12	10/19/12	CBS Daytime	12:30-2p		:30			NM			
											3	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-TWTF--				3	\$800.00				
N 19	WBTV	10/22/12	11/02/12	CBS Daytime	12:30-3p		:30			NM			
											1	\$375.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	MTWTF--				1	\$800.00				
Week:		10/29/12	11/04/12	MTWTF--				2	\$800.00				
N 20	WBTV	10/16/12	10/19/12	America Now	9a-10a		:30			NM			
											1	\$375.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-TWTF--				1	\$375.00				
N 21	WBTV	10/29/12	11/02/12	America Now	9a-10a		:30			NM			
											2	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	MTWTF--				1	\$375.00				
N 22	WBTV	10/16/12	10/19/12	WBTV News at 4p	M-F 4-4.30p		:30			NM			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/15/12	10/21/12	-TWTF--				2	\$1,500.00				

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
											Totals	
		Start Date	End Date	Weekdays				Spots/Week	Rate			
N 23	WBTV	10/22/12	11/02/12	WBTV News at 4p	M-F 4-4.30p		:30			NM	3	\$4,500.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/22/12	10/28/12	MTWTF--				2	\$1,500.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$1,500.00			
N 24	WBTV	10/16/12	10/19/12	WBTV News at 5p	5p-5:30p		:30			NM	3	\$6,600.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/15/12	10/21/12	-TWTF--				3	\$2,200.00			
N 25	WBTV	10/22/12	11/02/12	WBTV News at 5p	5p-5:30p		:30			NM	3	\$6,600.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/22/12	10/28/12	MTWTF--				2	\$2,200.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$2,200.00			
N 26	WBTV	10/16/12	10/19/12	WBTV News at 6p	M-F 6p-630p		:30			NM	2	\$5,800.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/15/12	10/21/12	-TWTF--				2	\$2,900.00			
N 27	WBTV	10/22/12	11/02/12	WBTV News at 6p	M-F 6p-630p		:30			NM	2	\$5,800.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/22/12	10/28/12	MTWTF--				1	\$2,900.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$2,900.00			
N 28	WBTV	10/16/12	10/19/12	WBTV News at 530p	M-F 530p-6p		:30			NM	3	\$7,350.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/15/12	10/21/12	-TWTF--				3	\$2,450.00			
N 29	WBTV	10/22/12	11/02/12	WBTV News at 530p	M-F 530p-6p		:30			NM	3	\$7,350.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/22/12	10/28/12	MTWTF--				2	\$2,450.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$2,450.00			
N 30	WBTV	10/21/12	11/04/12	Sun Prime Hour 1	7-8p		:30			NM	2	\$20,000.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/15/12	10/21/12	-----1				1	\$10,000.00			
Week:		10/22/12	10/28/12	-----				0	\$0.00			
Week:		10/29/12	11/04/12	-----1				1	\$10,000.00			
N 31	WBTV	10/16/12	10/19/12	WBTV News @ 11p	11p-1135p		:30			NM	2	\$4,800.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/15/12	10/21/12	-TWTF--				2	\$2,400.00			
N 32	WBTV	10/22/12	11/02/12	WBTV News @ 11p	11p-1135p		:30			NM	2	\$4,800.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/22/12	10/28/12	MTWTF--				1	\$2,400.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$2,400.00			
N 33	WBTV	10/20/12	10/20/12	WBTV 11p News / Sat.	11p-1135p		:30			NM	1	\$2,100.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/15/12	10/21/12	-----1-				1	\$2,100.00			
N 34	WBTV	10/21/12	10/21/12	WBTV 11p News /Sun	11-11.35p		:30			NM	1	\$2,100.00
		Start Date	End Date	Weekdays				Spots/Week	Rate			
Week:		10/15/12	10/21/12	-----1				1	\$2,100.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WBTV	10/15/12-10/21/12	WBTV 11p News /Sun	11-11.35p	-----Su	:30		\$2,100.00	NM		
	See MG 34.2											
	2	WBTV	10/15/12-10/21/12	Late run late after Footb	11.30p-2a	-----Su	:30		\$2,100.00	NM		
	See MG 34.3											
	3	WBTV	10/15/12-10/21/12	WBTV 11p News /Sun	11-11.35p	-----Su	:30		\$2,100.00	NM		
	MG for 34.2 10/21											

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<u>Advertiser</u> YG Action Fund		<u>Original Date / Revision</u> 09/14/12 / 09/25/12

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N 35	WBTV	10/16/12	10/18/12	David Letterman	1135-1237a		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWT---				1	\$650.00			
N 36	WBTV	10/22/12	10/29/12	David Letterman	1135-1237a		:30			NM	6	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	3-----				3	\$650.00			
Week:		10/29/12	11/04/12	3-----				3	\$650.00			
N 37	WBTV	10/16/12	10/18/12	Late, Late Show	1237a-137a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-TWT---				1	\$300.00			
N 38	WBTV	10/22/12	10/25/12	Late, Late Show	1237a-137a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWT---				1	\$300.00			
Totals											84	\$133,630.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	63	\$99,225.00	\$84,341.25
10/29/12 - 11/04/12	21	\$34,405.00	\$29,244.25
Totals	84	\$133,630.00	\$113,585.50

Signature: _____ **Date:** _____

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